



# OLD TOWN PARKING

Scottsdale City Council Study Session

February 11, 2020

# Old Town Parking

## Policies guiding parking management in Old Town:

- a. Presumption of maintaining free parking in downtown
- b. Allow options for small lot owners to reinvest without making parking a “deal-killer”
- c. Bring more people to downtown to support businesses
- d. Promote efficient use of parking
- e. Provide adequate public parking within an acceptable walking distance
- f. Acknowledge existing parking needs in downtown and anticipate future needs, neither excessively under-parking nor over-parking
- g. There will be special events/circumstances (Spring Training, Canal Convergence, Artwalk) which will cause parking shortages in some areas

# Building on Past Plans/Studies

1. Downtown Plan Adopted – 1984
2. Downtown Zoning Ordinance - 1985
3. IBI Group Study – 1988
4. Blue Ribbon Committee on Future of Downtown – 1999
5. Downtown Task Force – 2001
6. Downtown Scottsdale Development Program – 2001
7. Walker Consultant Study - 2003
8. Downtown Task Force - 2009
9. Downtown Task Force – 2011
10. Walker Parking Study – 2015
11. Downtown Plan Update - 2018

# Old Town Parking - Perceptions

1. Parking is not always available where I want to go
2. Residential parking requirements are inadequate
3. Height and density creates parking problems
4. In-lieu spaces are “phantom” spaces – they don’t exist
5. In-lieu parking does not pay the real cost of new parking
6. If my customers can’t park very near my store, they will leave



# Old Town Parking Components

## 1. Historical Perspective

- Improvement District Parking Lots
- Public Parking Lots
- On-street Parking
- On-lot Parking
- P-2/P-3 Parking Credits
- In-lieu Parking Spaces
- Downtown Overlay

# Old Town Parking Components

## 2. Parking, Pedestrians, and Old Town

## 3. Current Conditions

- Parking Requirements for Downtown
- Parking Data

## 4. Planning for the Future

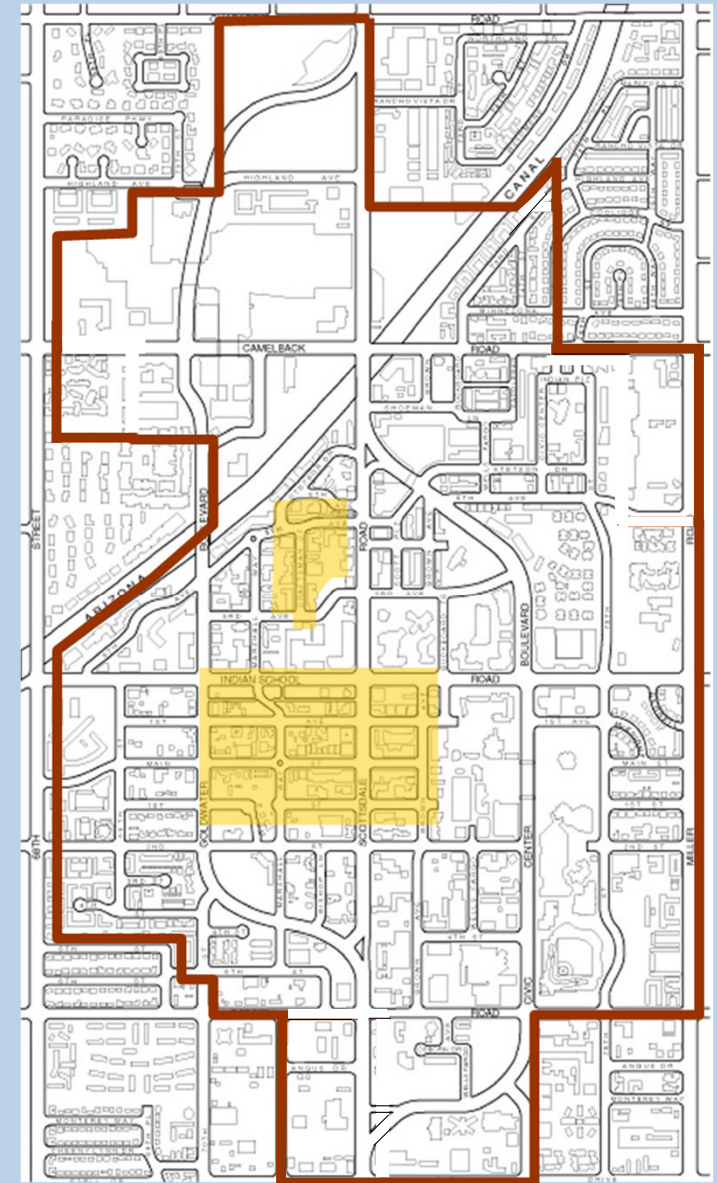
- Parking Trends
- Potential Enhancements



# HISTORICAL PERSPECTIVE

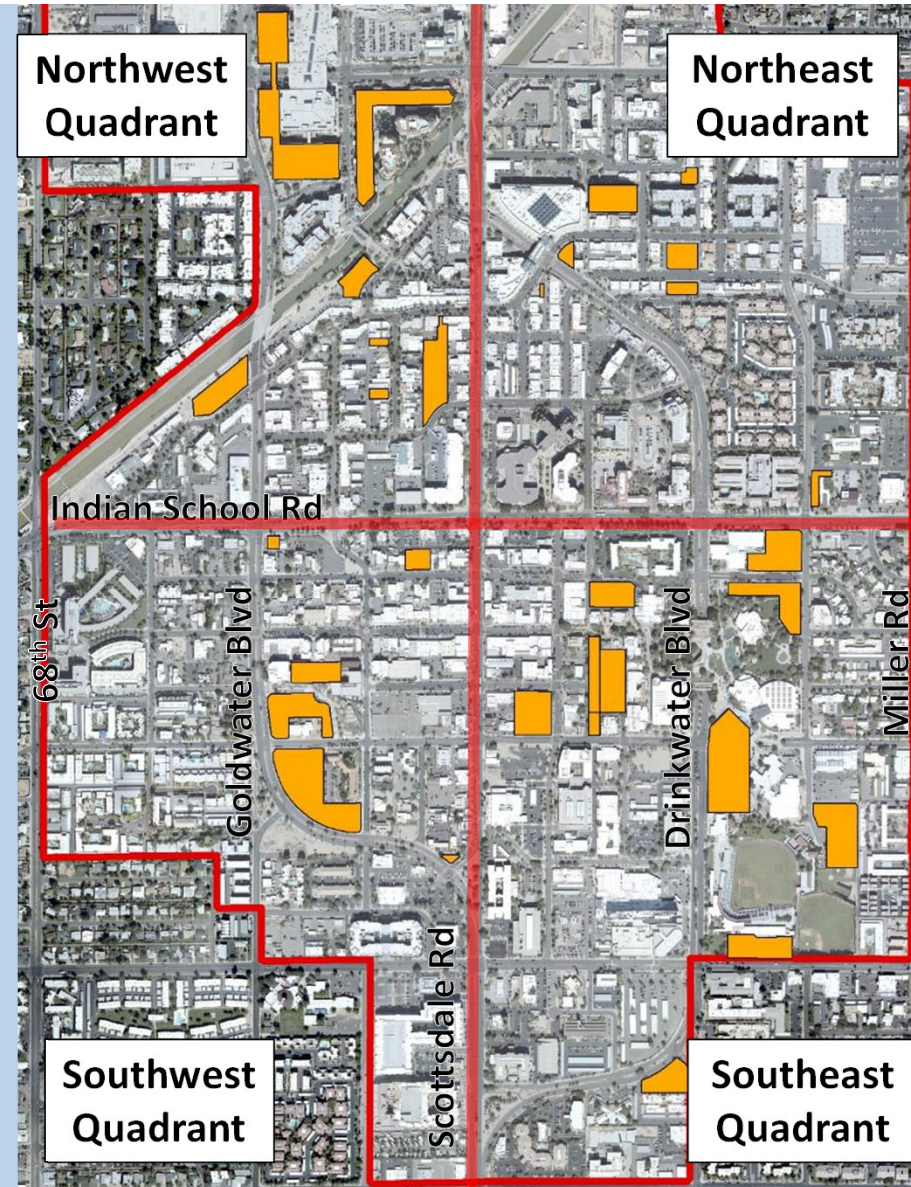
# Improvement District Parking Lots

1. Improvement Districts were created in the 60's and 70's as a way for property owners to meet parking requirements through shared parking lots.
2. Owners of ID lot credits have paid for those credits and they are conveyed with the property.
3. Primary Improvement Districts were:
  - a) 5<sup>th</sup> Ave./Craftsman Court area (349)
  - b) West Main/Civic Center area (1,211)



# Public Parking Lots and Structures

There are over 30 parking lots and structures distributed throughout downtown that provide more than 6,600 public parking spaces for Old Town.



# On-Street Parking

1. Prior to 2005, on-street parking was counted toward meeting the adjacent property owner's required parking
2. In 2005 the ordinance was changed to not allow that credit, reflecting that on-street parking is public parking
3. Today there are 2,361 on-street public spaces located throughout downtown



# Public Lots, Structures, and On-street Spaces

## Northwest Quadrant

Daytime Spaces = 2,924

Eve./Weekend Spaces = 3,338

On-street Spaces =

Total Spaces =

## Northeast Quadrant

Daytime Spaces = 294

Eve./Weekend Spaces = 765

On-street Spaces =

Total Spaces =

## Southwest Quadrant

Daytime Spaces = 425

Eve./Weekend Spaces = 425

On-street Spaces =

Total Spaces =

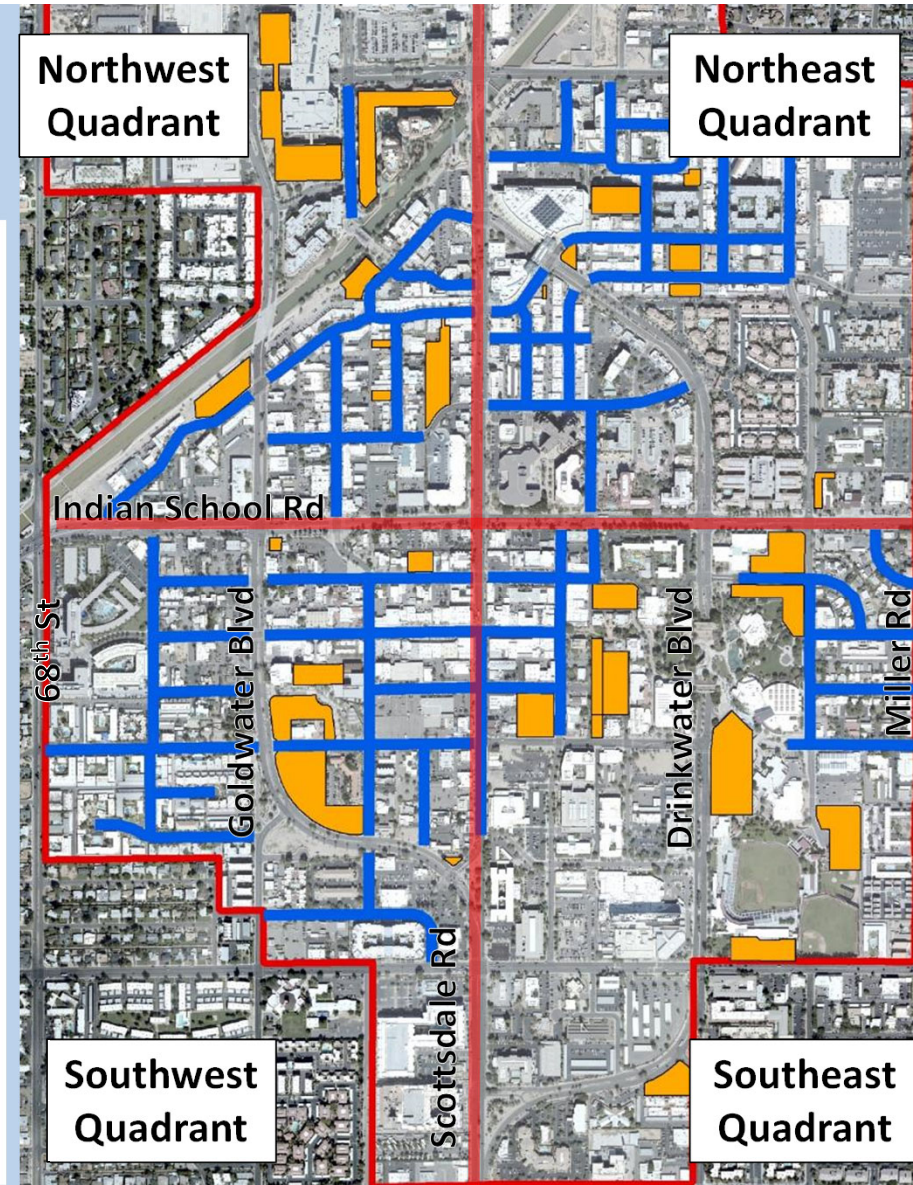
## Southeast Quadrant

Daytime Spaces = 2,049

Eve./Weekend Spaces = 2,049

On-street Spaces =

Total Spaces =



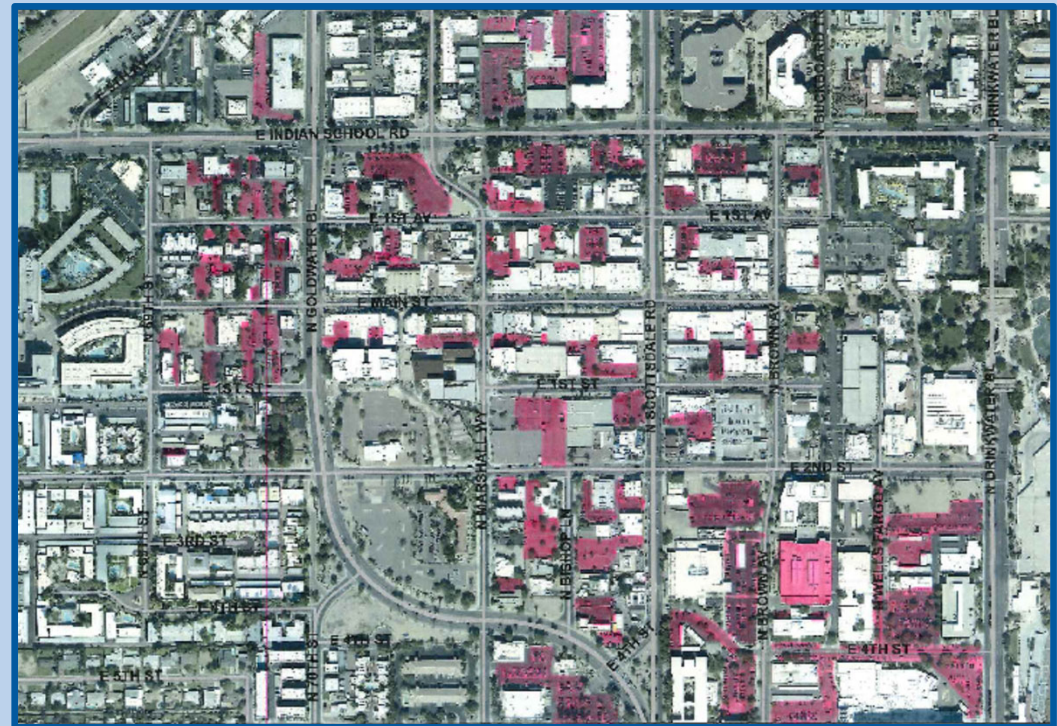


# On-Lot Parking

Many lots have parking spaces on the property or along an alley



3<sup>rd</sup>/5<sup>th</sup> Ave area

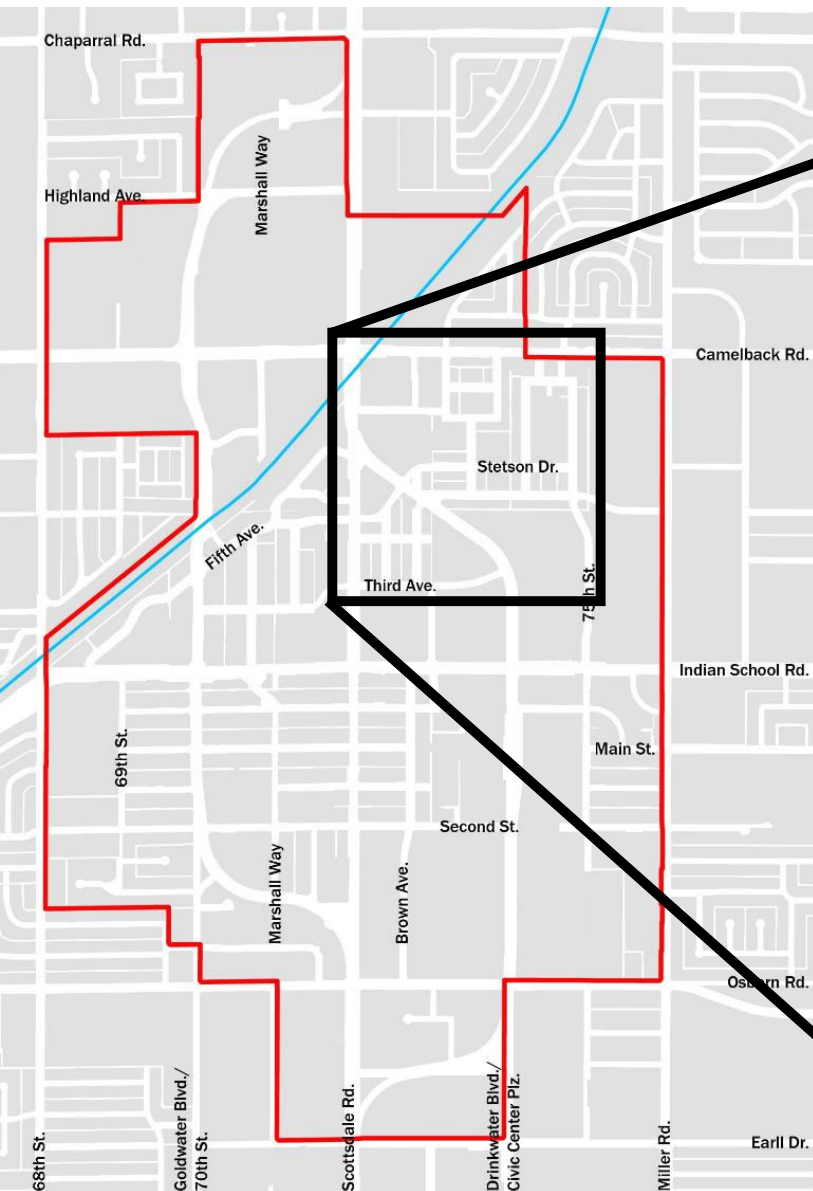


West Main/Old Main area

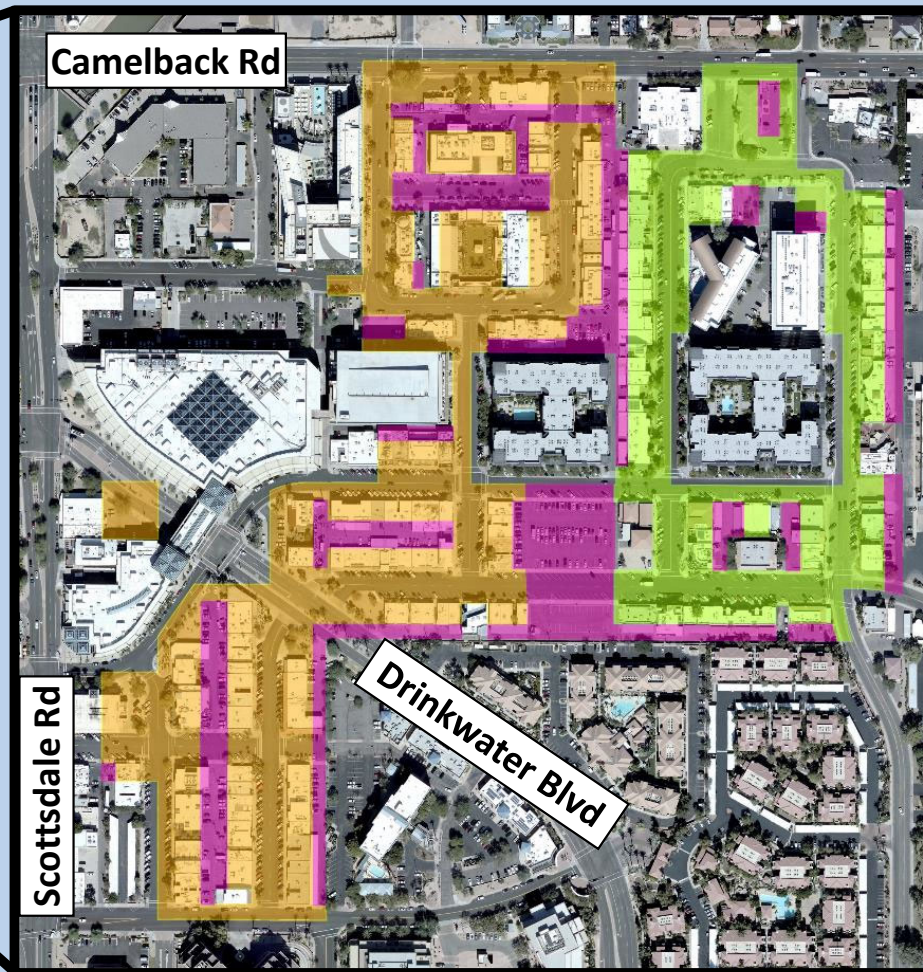


# P-2/P-3 Parking Credits

1. P-3 zoning was created in 1972 and allocates credits to some lot owners
2. Presumed surface lots and on-street parking in the area provided sufficient parking
3. Is limited to specific areas of downtown, no new P-3 credits are being created
4. The number of P-3 lot credits has been reduced over time through rezoning to the “D” downtown district



## P-2/P-3 Parking Credits



- C-2/P-3 DO
- C-3/P-3 DO
- P-2 DO

Total - Approximately 1,580 credits

# In-Lieu Parking

1. Initiated in 1985 to allow reinvestment on properties that couldn't provide parking on-site
2. Cost of each space (\$7,500) was based on surface parking
3. Limited available land has reduced opportunities for additional surface parking
4. Cost has increased with inflation, currently is \$13,800/space
  - a) Actual cost is closer to \$45,000/space (structured)
  - b) Payment options – purchase, lease, nighttime only
5. Many cities use in-lieu parking as a parking option

# In-Lieu Parking

6. 496 in-lieu spaces have been permanently credited since 1986
7. From 1985 through 2009 - \$1,056,777.55 was generated
  - a) Currently approximately \$320,000 available in fund
8. In-lieu funds have been used to provide new parking
  - a) Approximately 855 spaces have been constructed using in-lieu funds

# Public Parking Added Since 1990

1. Waterfront Garage	300 spaces
2. 3 <sup>rd</sup> Ave/Craftsman Garage	222 spaces
3. Old Town Corral Garage	136 spaces
4. Galleria	127 spaces
5. Southbridge	264 spaces
6. Nordstrom's	2,200 spaces
<b>Total New Spaces =</b>	<b>3,249 spaces</b>

# Downtown Overlay

1. Was designed to stimulate revitalization (adopted in 2003)
2. Allowed the addition of up to 2,000 square feet of residential (4 units max.), retail, restaurant, or office use without additional parking required
3. Simplified the process of determining parking required for existing properties
4. Applies to additions to existing lots, not to lot assemblages

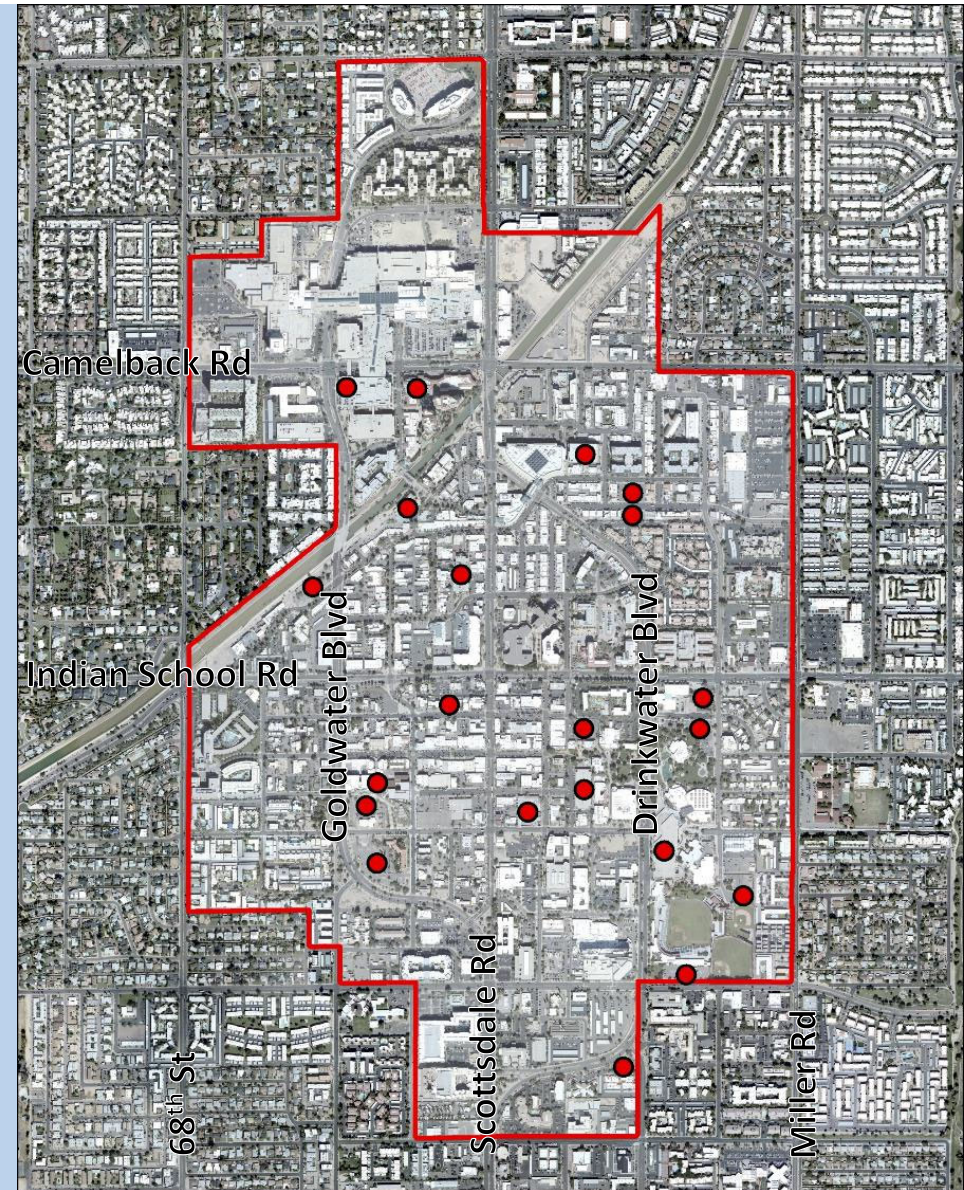


# PARKING, PEDESTRIANS, AND OLD TOWN



# Public Parking - Walkability

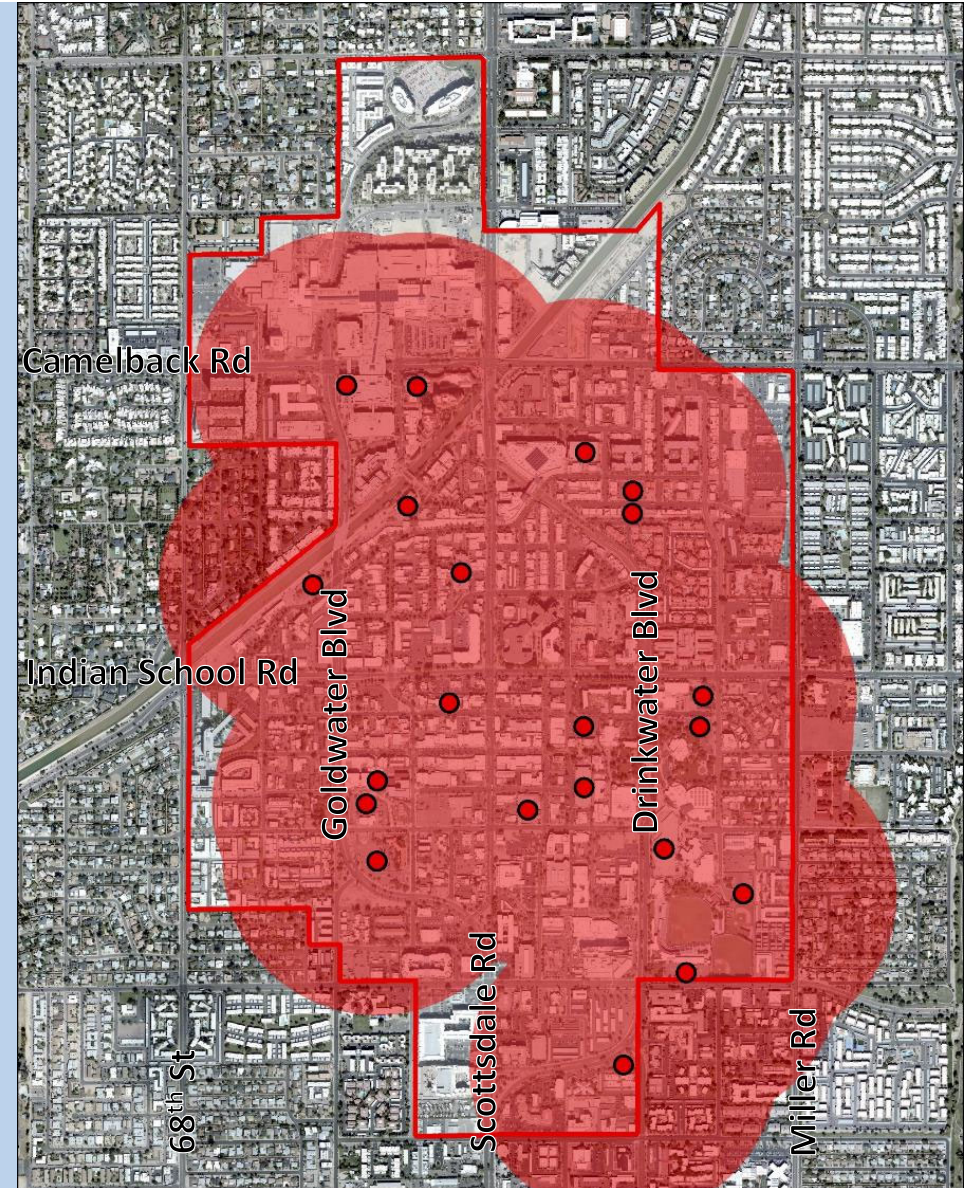
The distance from the entrance to the Apple Store in Fashion Square to the entrance to Macy's is 1,320 feet.





# Public Parking - Walkability

The red area to the right indicates a 1,320 radius from public parking lots and structures in Old Town.

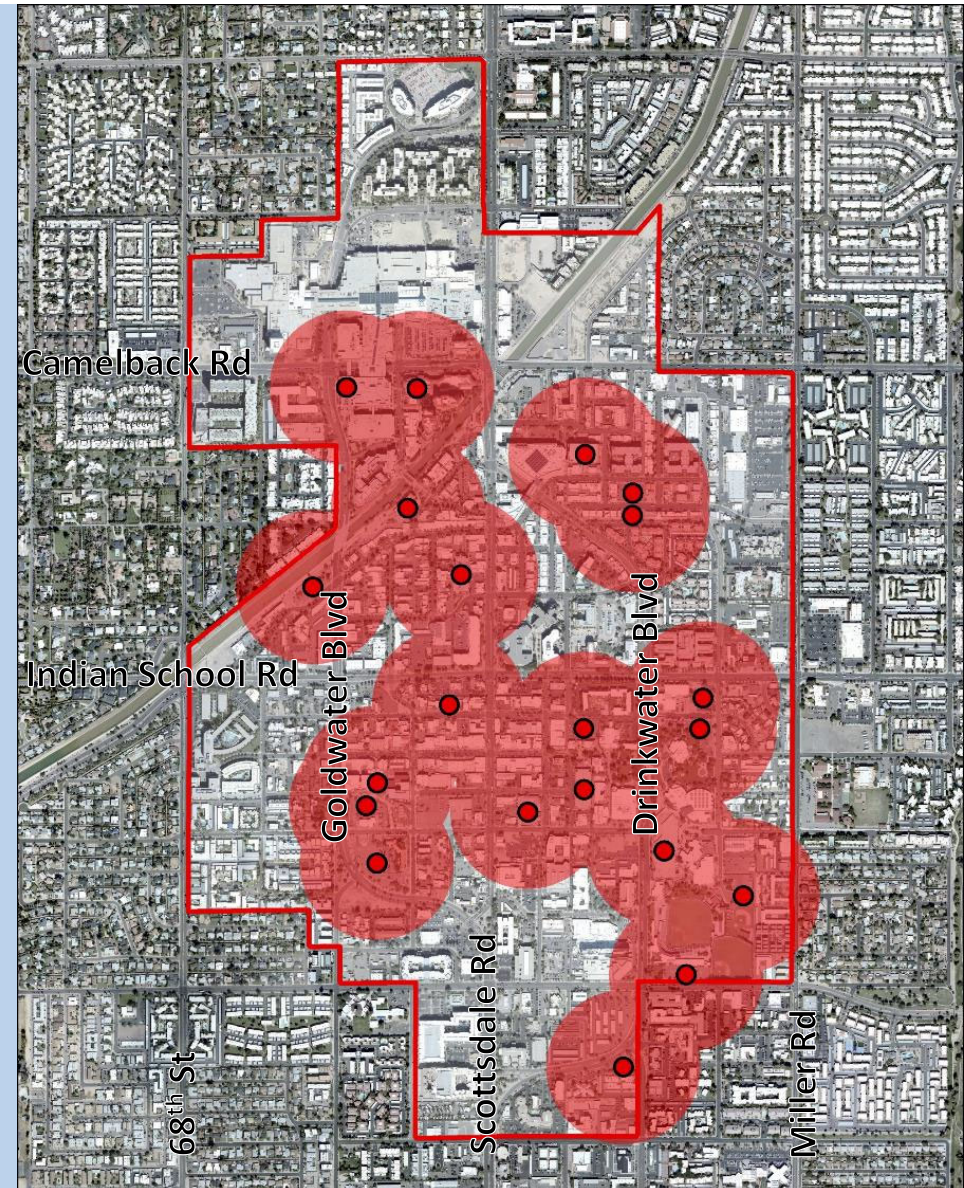




# Public Parking - Walkability

The distance between the entrance to Harkins Theaters in Fashion Square to the Food Court is 660 feet.

The red area to the right indicates a radius of 660 feet from public parking lots and structures in Old Town.



# We may not be able to make Old Town in July as comfortable as a stroll in the Mall, but....

- A continuous pedestrian experience
- Covered walkways
- Street furniture
- Shade
- Inviting spaces
- Wide sidewalks
- Art and visual interest

....make 660 feet very walkable



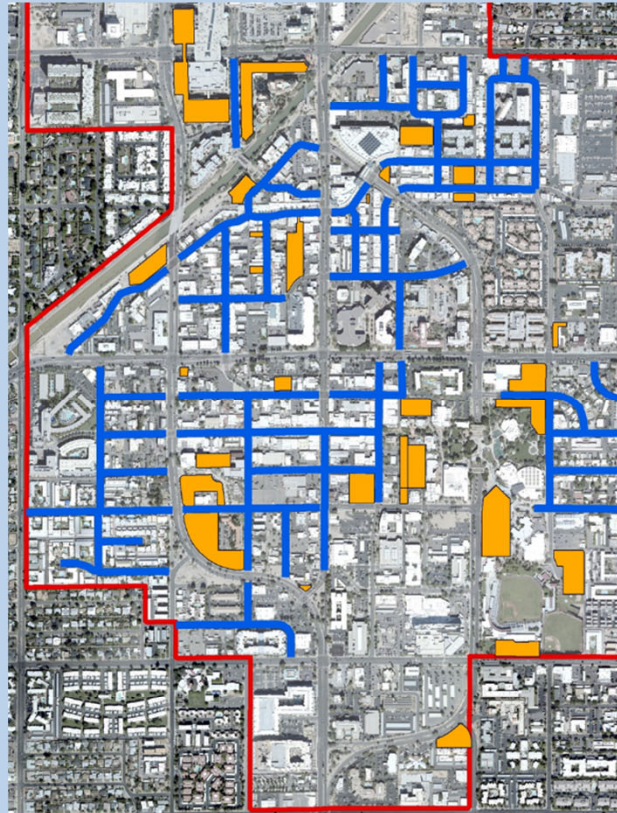


## Parking in Old Town

With 6,611 public spaces in parking structures and on public parking lots, and 2,361 parking spaces on-street, there are 8,972 public parking spaces in Old Town.

In addition, there are 9,066 parking spaces in private parking lots within Old Town. Although not always available to the public, these spaces offset the parking demand for employees and patrons for many businesses and offices in Old Town.

In total, there are 18,038 parking spaces serving Old Town.



## Walker Study - 2015

The overall supply of parking in Old Town is adequate.

Parking is not perfectly distributed, with more public parking provided in the Northwest and Southeast quadrants.

The Northeast quadrant is the most unevenly balanced.

# CURRENT CONDITIONS



# Parking Overview



West Main District  
January 31, 2020 1:45 pm



# Parking Overview



Stagebrush Theater

January 31, 2020 2:00 pm



Loloma Lot

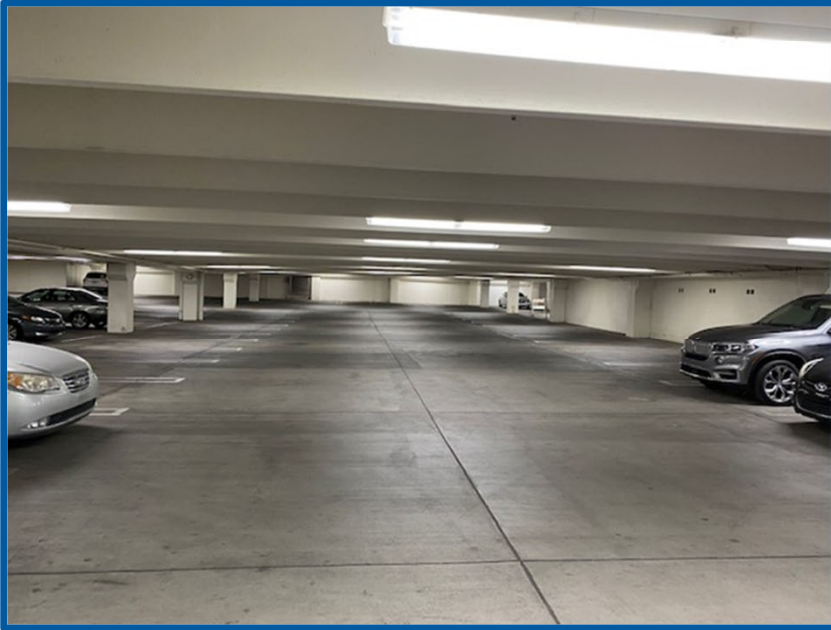


# Parking Overview



Civic Center Garage – Jan 31, 2020 2:10 pm

# Parking Overview



Brown Street Garage

January 31, 2020 2:20 pm



Rose Garden Lot

# Parking Requirements

1. Ratios for different land uses established in earliest Scottsdale zoning ordinance
  - a. Comprehensive amendment in 1995
  - b. Other aspects of downtown parking amended periodically
  - c. Typically expressed as “1 space per XXX square feet” or “XX spaces per dwelling unit”
2. Parking is based on averages – not an exact science
  - a. A trendy, popular restaurant requires more parking than others
  - b. Office parking demand can vary by office type
3. Required parking intended to accommodate all users

# Parking Requirements Cont'd

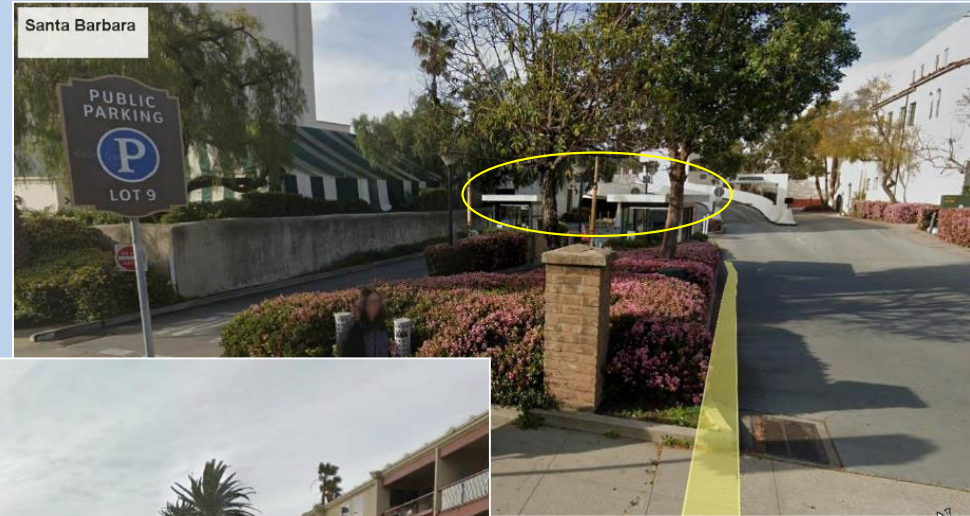
4. Mixed-use/time of use reductions allowed when demonstrated
  - a. Combinations of day and nighttime uses in a development or area can improve efficiency
  - b. Parking can be shared between uses
5. Reductions allowed through parking master plan
  - a. Intended to promote efficiency and sustainability
  - b. Zoning Administrator may approve reduction up to 20%
  - c. City Council may approve reductions beyond 20%

# Parking Management

1. Shortage of parking often relates to convenience, not availability
2. Management of parking can affect efficiency
  - a. Leasing out parking to one use can make it unavailable to other uses
  - b. Signage can help identify where parking is located
  - c. Private parking can be a factor in providing off-peak parking
  - d. On-street parking can be managed by time limitations
3. Technology can help identify available parking
4. Sharing parking between public and private uses is more efficient



Many comparable cities use metered parking to generate revenue and manage parking



Scottsdale has consistently chosen not to follow that model

# Parking Requirements – Valley Comparison

1. All Valley cities have different parking requirements for downtown and non-downtown areas
2. Phoenix, Peoria, and Surprise don't have minimum parking requirements in downtown
3. Avondale and Gilbert can reduce parking requirements in downtown by up to 50% if justified
4. Chandler, Glendale, Mesa and Tempe have discretion to establish parking requirements in mixed use developments

# Parking Requirements – Valley Comparison

6. All Valley cities have a lower parking requirement for hotels than Scottsdale
7. Chandler and Gilbert have a higher parking requirement for “call centers” than for other “office” uses
8. All have similar requirements for retail uses
9. Most require guest parking for multifamily projects
10. Gilbert and Glendale have the same requirement for multifamily as Scottsdale. Others are higher.



# Trends in Parking

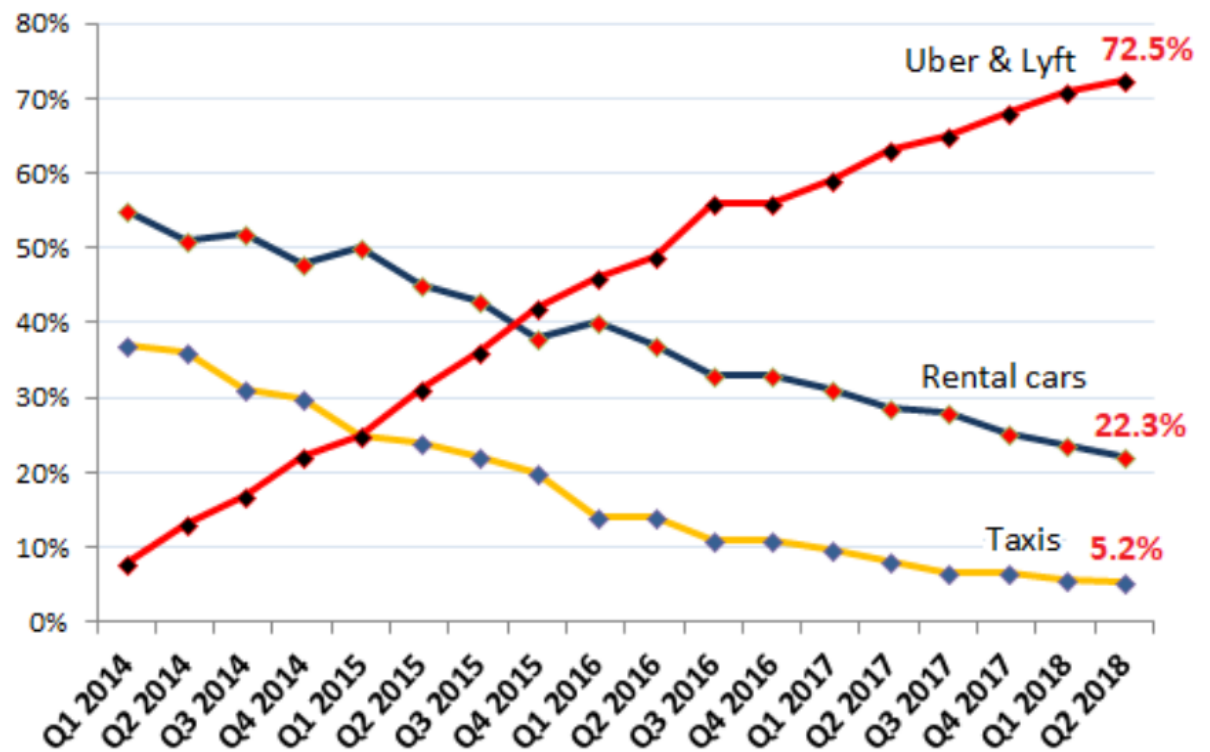
1. Increase in use of ride-sharing (Uber/Lyft) services
2. Changes in transportation preferences
3. More intense office uses/call centers
4. Changes in shopping patterns
5. Some cities are eliminating parking minimums

## Increasing Use of Ride Sharing (Uber, Lyft)

Ride sharing now constitutes 72.5% of ground transportation, compared to rental cars (22.3%) and taxis (5.2%)

At Sky Harbor airport, ride sharing rose from 19,943 in June of 2016 to 186,946 in January of 2019, an increase of 837%.

**Uber & Lyft Crush Taxis and Rental Cars**  
**% of Ground Transportation Travel Reimbursements**



Source of data: Certify

WOLFSTREET.com

## Variation in Vehicle Ownership Rates

1. Old Town Condos	<b>1.28</b>
2. Peaceful Valley single family	<b>1.39</b>
3. Old Town single family	<b>1.68</b>
4. McDowell and Miller area	<b>1.75</b>
5. Desert Mountain	<b>2.0</b>
6. Paradise Valley	<b>2.24</b>

# Trends in Hotel Parking

1. Scottsdale's requirement exceeds all 13 benchmark cities by at least 25%
2. Cities with no minimum parking requirements for downtown hotels - Santa Monica, Boulder, Austin, Nashville, Portland, Fayetteville
3. ACE Hotel Data – 0.6 spaces per room accommodates Saturday peak parking demand 98.75% of the time
4. Experience Scottsdale survey – 44% of guests park at the hotel, 89% only need one space per 2 or 3 rooms
5. Two downtown Scottsdale hotel examples (data collected March, 2018 on Spring Training game days) – peak demand = 0.44 to 0.59 spaces per room

# Trends in Residential Parking

## 1. Institute of Transportation Engineers – ITE

- a) ITE – 5<sup>th</sup> Edition parking generation is 17.7% less than that in the 4<sup>th</sup> Edition, published 9 years earlier
- b) Scottsdale's requirement for residential is 19.8% higher than the 5<sup>th</sup> Edition of the ITE

## 2. Luxury residential management providing vehicle use as a convenience

## 3. Carsharing increasing in popularity

## 4. Apartment leasing at 95%, little indication that parking is deterring lease rates or occupancy rates

# Old Town Parking – Planning for Tomorrow

1. We shouldn't plan for tomorrow using only yesterday's assumptions and technology
2. Whether we believe and accept trends in parking demand or not, change will occur
3. We should plan with an emphasis on flexibility and should have the willingness and ability to adapt to changing conditions
  - a) Design parking structures that can be converted to other uses in the future
  - b) Promote innovation in meeting tomorrow's parking needs
4. Balance costs with community expectations



# Enhancements to Consider

## 1. Modify In-Lieu Program

- a) Increase amount charged for spaces
- b) Eliminate purchase – Lease option only

## 2. Amend parking requirements in Zoning Ordinance

- a) Changes to specific land uses – multifamily, guest parking, hotel
- b) Eliminate waivers in the Downtown Overlay

## 3. Enhance wayfinding to available parking

# Enhancements to Consider

## 4. Trolley Service

## 5. Management of parking

- a) Increase use of 2-3 hour parking limit
- b) Temporary parking for special events
- c) Use of valet, Uber/Lyft or alternatives to meet peak demand for events
- d) Strategic partnerships with landowners – Honor Health, Galleria
- e) Paid vs. free parking

## 6. Build more public parking



# OLD TOWN PARKING

END OF PRESENTATION